

## ABSTRACT

The subject invention provides an information delivery system which performs information reproduction according to reproduction circumstances, such as available communication modes for the information reproduction device, user's request etc., thereby carrying out information delivery in the most appropriate way to the user. For example, the center system {3} determines the level of attribute information of the target information, which is information item that the user of vehicle {2} wishes to obtain through communication with the center system {3}. According to this determination, the center system {3} selects one of DSRC communication using a DSRC terminal device {1} and a DSRC radio device {4}, or a mobile phone {5} as means for transmission of target information.